Local Food Producers Summit 2.0

Presented by:

gallala Commons  
Council for HEALTHY FOOD SYSTEMS

LOCAL LLANO  
EXPERIENCE YOUR FOODSHED

with generous grant support from  
Tecovas Foundation

Wednesday, March 4th | 9:00 am to 4:30 pm  
Harrington Academic Hall WTAMU Amarillo Center  
Room 189 | 720 S. Tyler Street Amarillo, TX
PURPOSE:
• Provide peer-to-peer learning from local food producers
• Develop understanding of laws governing food sales, to manage legal risk and to support diversification
• Explain the new Produce Safety Rule requirements and exemptions
• Networking for food producers/crafters in the Llano Estacado foodshed

REGISTRATION FEE: $20 per person

SUMMIT SCHEDULE:

9:00 am  Registration & Refreshments
          Harrington Academic Hall WTAMU Amarillo Center

9:30 am  Welcome & Overview

9:40 am  Getting Acquainted / Checking In: Small Groups Process

A chance to meet other producers/crafters, and add your thoughts and ideas to the mix.

10:10 am Laying Claim to Our Foodshed: Why Local Llano Matters
         Darryl Birkenfeld, Ex. Director, Ogallala Commons

         Being knowledgeable and accountable for the Llano Estacado Foodshed is important for the success of your business, along with the economic, social, and ecological resiliency of our region.

10:30 am Local Food Laws, Part I
         Judith McGeary, Council for Healthy Food Systems, Cameron, TX*

         This two-part session will cover the legal requirements for cottage food producers, as well as farmers selling eggs, meat, dairy, and produce in Texas. It will also address special legal provisions for farmers market vendors, and best practices for dealing with health departments.

11:30 am Getting Started in Local Food Production and Sales
         A Panel Presentation:
         Katie Mixon Hodges, Hodgepodge Farm, Amarillo, TX
         Beth Duke, Amarillo Community Market, Amarillo, TX
         Justin Trammell, Tir Bluen Farm, Canyon, TX

         So…you’d like to grow and sell food to the public--what are some first steps? What are the challenges and obstacles to overcome? Are there realistic outcomes and benefits to expect? Our panel has a variety of production styles and marketing approaches for addressing these questions.
12:15 pm  **Lunch** (local foods catered by OHMS Café)

12:50 pm  **Local Food Laws, Part 2**  
Judith McGeary*

1:45 pm  Break

2:00 pm  **Scaling your Operation: How Big? How Small?**  
* A Panel Presentation:  
Alan Birkenfeld, Paidom Meats, Nazareth, TX  
Rick & Jesse Weiners, Weiners Family Farm, Clarendon, TX  
Danny Melius, Nuke-City Veg, Amarillo, TX

*More people would like to purchase locally grown foods, but how can producers scale production in ways that can be sustained? This panel features a group of meat and vegetable producers with experience on questions of production, marketing, and distribution.*

2:45 pm  **What Produce Growers Need to Understand About FSMA**  
(Food Safety Modernization Act)  
Judith McGeary*

*The federal Food Safety Modernization Act's Produce Safety Rule (PSR) is now in effect and enforceable for anyone growing, harvesting, or handling produce. Learn about the exemptions to the PSR, including the requirements that even exempt farmers must comply with.*

3:45 pm  **Business/Insurance Issues for Small Food Producers**  
Judith McGeary*

*Should you incorporate your farm business? What sort of insurance do you need? Is there crop insurance for small farmers? This session will cover common business issues faced by local food producers.*

4:15 pm  Wrap-Up

4:30 pm  Adjourn

*This material is based upon work supported by USDA/NIFA under Award Number 2018-70027-28585*
REGISTRATION & PAYMENT

Name ________________________________________________________________

Address ____________________________________________________________________

City _________________________________   State____  Zip Code ___________

Email Address__________________________  Cell Phone ______________________

$20 check payable to Ogallala Commons and mail to:

Ogallala Commons
P.O. Box 346
Nazareth, TX 79063

Free Parking for the Summit
Since this is an all-day event, we are requested to use the parking lot caddy corner to the building at 8th & Harrison Streets (see attached parking map--park in the student overflow lot on the bottom left).

To make this an easy process, WTAMU has a pre-issued permit that attendees can print and leave on their vehicle dashboard.

Free Parking Permit
ABOUT COLLABORATORS & SPONSORS

**Ogallala Commons** is a 501c3 nonprofit education and leadership organization that reinvigorates commonwealth to build vibrant Great Plains communities.  
[ogallalacommons.org](http://ogallalacommons.org)

**Council for Healthy Food Systems** provides educational programs for farmers and consumers on issues that significantly impact the sustainability, safety, availability, and nutritional value of our food. The Council offers information and solutions to build a food and agricultural system that can provide for our communities in both the present and the future.  
[healthyfoodsystems.org](http://healthyfoodsystems.org)

**The mission of the Tecovas Foundation** is to support systemic social change by ensuring change agents have access to the tools they need to scale, collaborate, and build capacity.  
[tecovasfoundation.org](http://tecovasfoundation.org)

**WT Small Business Development Center (drinks sponsor)** office is one of six in the Northwest Texas SBDC Region and we assist clients in the top 25 counties of the Texas Panhandle. Our sister centers in Abilene, Granbury, Lubbock, Midland-Odessa, and Wichita Falls serve clients throughout the rest of West Texas.  
[smallbusinessdevelopmentcenter.com/about/](http://smallbusinessdevelopmentcenter.com/about/)
Local Llano is a project launched by Ogallala Commons to highlight our regional foodshed. In short, a foodshed is a geographic area where food is produced and consumed (similar to a watershed, which encompasses the flow of water from where it starts to where it ends). The majority of food we buy in supermarkets travels over 1,300 miles--part of a highly concentrated myriad of global systems. In contrast, our Local Llano Project focuses on foods grown or crafted in the bioregion where we live: the Llano Estacado, which is a bit more than 200 miles long and about 100 miles wide.

The Llano Estacado is one of the largest non-mountainous regions on the North American continent. Its western boundary is the Mescalero escarpment, just east of the Pecos River Valley in New Mexico (NM). The Canadian River Valley in the Texas (TX) panhandle bounds its northern area, while its eastern boundary stops at the Caprock escarpment. The Llano’s southern boundary is less defined and blends into the Edwards Plateau. The Llano Estacado comprises 33 Texas counties and four in New Mexico. Its entire area covers around 32,000 square miles. Major population centers within this region include: Texas cities of Amarillo, Lubbock, Midland and Odessa and New Mexico cities of Clovis and Portales.

Why does food that is grown, crafted, and consumed in the Llano Estacado region matter to its residents? Though relatively few foodsheds can provide all that is needed by those who inhabit it, there are great benefits to producing and eating food grown here in the Llano. First, locally-produced food is fresher and often more nutritious than products that have traveled hundreds of miles--and the money spent to purchase or craft it tends to circulate multiple times in the local economy, rather than draining away to distant lands and cities. Furthermore, local food production reduces the resources needed to package and transport food, thereby lowering solid waste and fossil fuel emissions. Finally, eating from our local foodshed builds up our food security, meaning that eating locally creates more economic development in our communities, along with improved social and ecological benefits.

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www.localllano.org